



WDAF-TV

ORDER

Print Date 11/12/12 Page 1 of 2

Flight Dates 10/31/12-11/05/12

Contract / Revision 587095 /

Original Date / Revision
10/29/12 11/01/12

Advertiser **Protect Religious Liberty**

Agency **Communications Partners**

Buying Contact

12309 Crystal View Lane
St. Louis, MO 63131

Product
Oct 31-Nov 5, 2012

Agency Com 15%

Billing Contact **Barb Throm**

7800 Forsyth 8th Floor
Clayton, MO 63105

Sales Office L-KC

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate # **Oct 31-Nov 5, 2012**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL ISS GEN

Product Codes PL3

Priority DEFAULT

Advertiser Ref

Primary Account Executive
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 25% Market Value 21000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	5250
KCWE	%	0
KMBC	25%	5250
KMCI	%	0
KPXE	%	0
KSHB	25%	5250
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	10	\$4,462.50	\$5,250.00	0.00
Totals	10	\$4,462.50	\$5,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	10	\$4,462.50	\$5,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	10/31/12	11/05/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-WTF--	:15/:15	1	\$500.00	1	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			1			\$500.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$500.00		0.00			
N 2	4	10/31/12	11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-WTF--	:15/:15	1	\$500.00	1	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			1			\$500.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$500.00		0.00			
N 3	4	10/31/12	11/05/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-WTF--	:15/:15	1	\$250.00	1	0.00	BK	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			1			\$250.00		0.00			



WDAF-TV

Print Date: 11/12/12

Page 2 of 2

Contract / Revision

587095

Flight Dates 10/31/12-11/05/12

Hiatus Dates

Original Date / Revision 10/29/12/ 11/01/12

Order Sep 00:15:00

Advertiser Protect Religious Liberty Product Oct 31-Nov 5, 2012

Estimate # Oct 31-Nov 5, 2012

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	4	10/31/12	11/05/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-WTF--	:15/:15	1	\$250.00	1	0.00	BK	2	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----					1	\$250.00		0.00				
N 4	4	10/31/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-WTF--	:15/:15	1	\$1,000.00	1	0.00	BK	2	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WTF--					1	\$1,000.00		0.00				
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00				
N 5	4	10/31/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	--WTF--	:15/:15	2	\$375.00	1	0.00	BK	2	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WTF--					2	\$375.00		0.00				
														Totals	10	\$5,250.00

INVOICE



WDAF
3030 Summit St.
Signal Hill
Kansas City, MO 64108
Main: (816)753-4567
Billing:

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
587095-1	11/11/12	November 2012	10/29/12 - 11/05/12

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>	<u>Sales Region</u>
WDAF	Local WDAF House	Kansas City WD	Local

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Protect Religious Liberty	Oct 31-Nov 5, 2012	Oct 31-Nov 5, 2012

Billing Address:

Communications Partners
Attention: Barb Throm
7800 Forsyth 8th Floor
Clayton, MO 63105

<u>Flight Dates</u>	<u>Order #</u>	<u>Alt Order #</u>
10/31/12 - 11/05/12	587095	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
------------	----------------

Send Payment To:

WDAF
3600 Solutions Center
Chicago, IL 60677-3006

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/31/12	11/05/12	M-F 530-6a	530-6a	M-WTF--	:15/:15	1	\$500.00	BK
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/29/12	11/04/12	--WTF--		1		\$500.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	5:37 AM	M-F 530-6a	530-6a	:15	KC ST JOES15 20121023MOV	\$250.00	BK
			5:38 AM			:15	KC ST JOES15 20121023MOV	\$250.00	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	11/05/12	11/11/12	M-----		1		\$500.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	5:52 AM	M-F 530-6a	530-6a	:15	KC ST JOES15 20121023MOV	\$250.00	BK
			5:53 AM			:15	KC ST JOES15 20121023MOV	\$250.00	
2	10/31/12	11/05/12	M-F 9-10a	9-10a	M-WTF--	:15/:15	1	\$500.00	BK
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/29/12	11/04/12	--WTF--		1		\$500.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	9:08 AM	M-F 9-10a	9-10a	:15	KC ST JOES15 20121023MOV	\$250.00	BK
			9:10 AM			:15	KC ST JOES15 20121023MOV	\$250.00	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	11/05/12	11/11/12	M-----		1		\$500.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	9:47 AM	M-F 9-10a	9-10a	:15	KC ST JOES15 20121023MOV	\$250.00	BK
			9:49 AM			:15	KC ST JOES15 20121023MOV	\$250.00	
3	10/31/12	11/05/12	M-F 10-11a	10-11a	M-WTF--	:15/:15	1	\$250.00	BK
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/29/12	11/04/12	--WTF--		1		\$250.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	10:35 AM	M-F 10-11a	10-11a	:15	KC ST JOES15 20121023MOV	\$125.00	BK
			10:37 AM			:15	KC ST JOES15 20121023MOV	\$125.00	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	11/05/12	11/11/12	M-----		1		\$250.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	10:58 AM	M-F 10-11a	10-11a	:15	KC ST JOES15 20121023MOV	\$125.00	BK
			10:59 AM			:15	KC ST JOES15 20121023MOV	\$125.00	



WDAF

3600 Solutions Center
Chicago, IL 60677-3006

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
587095-1	11/11/12	November 2012	10/29/12 - 11/05/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Protect Religious Liberty	Oct 31-Nov 5, 2012	Oct 31-Nov 5, 2012

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/31/12	11/05/12	M-F 1030-1102p	1030-1102p	M-WTF--	:15/:15	1	\$1,000.00	BK
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--WTF--	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	10:36 PM	M-F 1030-1102p	1030-1102p	:15 KC ST	JOES15 20121023MOV	\$500.00	BK
			10:38 PM			:15 KC ST	JOES15 20121023MOV	\$500.00	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	10:43 PM	M-F 1030-1102p	1030-1102p	:15 KC ST	JOES15 20121023MOV	\$500.00	BK
			10:45 PM			:15 KC ST	JOES15 20121023MOV	\$500.00	
5	10/31/12	11/02/12	M-F 1102p-1132p	M-F 1102p-1132p	--WTF--	:15/:15	2	\$375.00	BK
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--WTF--	2	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	11:14 PM	M-F 1102p-1132p	M-F 1102p-1132p	:15 KC ST	JOES15 20121023MOV	\$188.00	BK
			11:14 PM			:15 KC ST	JOES15 20121023MOV	\$187.00	
2 4	Th	11/01/12	11:13 PM	M-F 1102p-1132p	M-F 1102p-1132p	:15 KC ST	JOES15 20121023MOV	\$188.00	BK
			11:14 PM			:15 KC ST	JOES15 20121023MOV	\$187.00	

Total Spots	10	Gross Total:	\$5,250.00
-------------	----	--------------	------------

Payment Terms 30 Days

Agency Commission	\$787.50
-------------------	----------

Net Amount Due	\$4,462.50
----------------	------------

WDAF - TV - Issue Ad Public File Checklist

1. Protect Religious Liberty
Name of Sponsoring Organization
2. Accepted: ☒ Rejected: ☐ (mark one)
3. Class of Time: _____
4. 10/31 - 11/5/12
Flight dates and times
5. rate card
Rate charged
6. protect religious liberty →
Description of Issue
6. 12309 Crystal View Lane
Address of Sponsoring Organization
St. Louis, Mo. 63131
7. 314-846-3729 bthron@aol.com
Telephone Number of Sponsoring Organization Email Address
8. _____
Sponsor's Officers/Directors/Executive Committee

9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ☒ No ☐

Glennie Bran
Name

10-10-12
Date